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# ***Voices for SSL Efficiency***

## **2009 DOE SSL MARKET INTRODUCTION WORKSHOP**

**July 13-15, 2009**  
**Chicago Marriott Downtown Magnificent Mile**  
**Chicago, IL**

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### ***Pre-Conference Agenda***

**(June 9, 2009)**

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**Monday, July 13, 2009**

***11:00 Registration Opens***

**1:00 Welcome**  
*James Brodrick, U.S. Department of Energy*

**1:15 Introduction to DOE SSL Programs**

***CALiPER Testing***  
*Marc Ledbetter, Pacific Northwest National Laboratory*

***GATEWAY Demonstrations***  
*Bruce Kinzey, Pacific Northwest National Laboratory*

***Quality Advocates***  
*Marci Sanders, D&R International*

***ENERGY STAR for SSL***  
*Richard Karney, U.S. Department of Energy*

***Standards for SSL***  
*Eric Richman, Pacific Northwest National Laboratory*

***Lighting for Tomorrow Design Competition***  
*Ruth Taylor, Pacific Northwest National Laboratory*

***Next Generation Luminaires Design Competition***  
*Ruth Taylor, Pacific Northwest National Laboratory*

***L Prize Competition***  
*James Brodrick, U.S. Department of Energy*

***3:15 Refreshment Break***

**3:45 Tutorial: Appropriate Applications for LED Lighting**  
*Kelly Gordon, Pacific Northwest National Laboratory*  
Learn where and how SSL products are best applied

**4:15 Tutorial: Why Luminaire Efficacy Matters**  
*Jeff McCullough, Pacific Northwest National Laboratory*  
Learn why measuring fixture efficacy provides a more accurate performance measure than source efficacy

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## **Workshop Agenda**

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**Tuesday, July 14, 2009**

7:30                      Continental Breakfast

8:00                      **Welcome**

*James Brodrick, U.S. Department of Energy*  
*Wendy Jaehn, Midwest Energy Efficiency Alliance*

8:30                      **Keynote: The LED Lighting Revolution - Are We There Yet?**

*Mark McClear, Cree Inc.*

9:00                      **Panel 1: Product Assessment**

New LED products are emerging at a rapid pace. A look at available tools and guidance to assist in evaluating and comparing these products.

*James Brodrick, U.S. Department of Energy, Lighting Program*  
*Richard Karney, U.S. Department of Energy, ENERGY STAR® Program*  
*Scott Riesebosch, CRS Electronics*  
*Ron Steen, Xicato*

**Discussion**

Moderated discussion of critical issues, with an opportunity for Q&A.

10:30                      Refreshment Break

11:00                      **Panel 2: Marketing LED Lighting Products**

Retailers and distributors are on the front lines as they begin to sell LED products in the residential and commercial markets. Find out what they'll be doing to select and market quality LED products to their customers.

*Shana Cockerham, D&R International*  
*Speaker TBD, Grainger*  
*Jorge Fernandez, The Home Depot*

**Discussion**

Moderated discussion of critical issues, with an opportunity for Q&A.

12:00                      Lunch

1:00                      **Presentation: DOE SSL Life Cycle Assessment**

A snapshot of progress to date on the DOE SSL Life Cycle Assessment currently under way.  
*Deanna Matthews, Carnegie Mellon University*

1:30                      **Panel 3: Getting Started**

LED lighting incentives and programs are starting to emerge. A look at strategies for implementing LED lighting programs.

*Chad Bulman, Midwest Energy Efficiency Alliance (Moderator)*  
*Speakers TBD*

**Discussion**

Moderated discussion of critical issues, with an opportunity for Q&A.

3:00                      Refreshment Break

3:30

**Panel 4: Outdoor Street and Area Lighting**

Municipalities and commercial building owners around the country are embracing LED street lighting solutions, but do they have the tools they need to find the right product? Lessons learned from recent installations and a look at the draft ENERGY STAR criteria for outdoor lighting.

*Jason Tuenge, Pacific Northwest National Laboratory*

*Michael Barber, City of Anchorage*

*Scott Wentworth, City of Oakland*

*Ralph Williams, Walmart*

**Discussion**

Moderated discussion of critical issues, with an opportunity for Q&A.

5:00-7:00

Reception

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## *Workshop Agenda*

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**Wednesday, July 15, 2009**

7:30      Continental Breakfast

8:00

**Panel 5: Designing with LEDs**

Designing with LEDs can be a risky business. Learn what lighting designers need in order to consider LED lighting solutions.

*Marsha Turner, International Association of Lighting Designers (Moderator)*

*Avraham Mor, Lightswitch Architectural*

*Derry Berrigan, Derry Berrigan Lighting Design*

*Dan Blitzer, The Practical Lighting Workshop*

*Speaker TBD, Schuler Shook*

**Discussion**

Moderated discussion of critical issues, with an opportunity for Q&A.

10:00      Refreshment Break

10:30

**Panel 6: LED Performance and Reliability**

Find out what the latest CALiPER results reveal about LED performance and reliability, and what you need to know to evaluate overall system reliability.

*Mia Paget, Pacific Northwest National Laboratory*

*Eric Richman, Pacific Northwest National Laboratory*

*Mark Hodapp, Philips Lumileds Lighting Company*

*Steven Briggs, GE Lumination*

**Discussion**

Moderated discussion of critical issues, with an opportunity for Q&A.

12:00      Lunch

1:00

**Panel 7: Cost Effectiveness**

The cost factor remains the biggest hurdle to market acceptance, yet in certain applications, that picture is changing. A look at current trends and factors that influence cost effectiveness.

*James Brodrick, U.S. Department of Energy (Moderator)*

*Bruce Kinzey, Pacific Northwest National Laboratory*

*Speakers TBD*

**Discussion**

Moderated discussion of critical issues, with an opportunity for Q&A.

2:30

**Wrap-Up and Adjourn**

*James Brodrick, U.S. Department of Energy*